

## EAST Search History

## EAST Search History (Prior Art)

| Ref # | Hits | Search Query  | DBs   | Default Operator | Plurals | Time Stamp          |
|-------|------|---|---|------------------|---------|---------------------|
| S1    | 2    | "5173085".pn.   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2007/11/19<br>16:15 |
| S2    | 2    | "6106579".pn.   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2007/11/19<br>16:16 |
| S3    | 2    | "6274126".pn.   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2007/11/19<br>16:18 |
| S4    | 6    | (JP-00504348-\$ JP-11310521-\$ JP-02237505-\$ JP-06135824-\$ JP-02523343-\$ WO-0010515-\$ WO-02078662-\$ JP-02253332-\$).DID.           | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2007/11/19<br>17:04 |
| S5    | 891  | (store or retail or merchant) same (product) same broadcast   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2007/11/19<br>17:33 |
| S6    | 230  | (store or retail or merchant) same (product) same broadcast same (incentive or coupon or points or reward)                              | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2007/11/19<br>17:34 |
| S7    | 5    | (store or retail or merchant) same (product) same broadcast same (incentive or coupon or points or reward) same (reduced or discounted) | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR               | ON      | 2007/11/19<br>18:04 |

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| S8  | 375 | (store or retail or merchant) same (product) same broadcast and (incentive or coupon or points or reward) and (reduced or discounted)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>18:06 |
| S9  | 954 | (store or retail or merchant) same (product) same (broadcast or TV or television) and (incentive or coupon or points or reward) and (reduced or discounted)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>18:20 |
| S10 | 299 | S9 and ("705".clas.)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>18:20 |
| S11 | 19  | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$).did. | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/11/19<br>18:52 |
| S15 | 342 | (store or retail or merchant) same (product) same (broadcast or TV or television) and (incentive or coupon or points or reward) and (reduced or discounted) and (encourag \$5 or advis\$4)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>19:16 |
| S16 | 127 | S15 and ("705".clas.)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>19:17 |

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| S17 | 8925  | (offer) and incentive and<br>(program or television)                 | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>19:26 |
| S18 | 7691  | (offer) and incentive and<br>(program or television) and<br>during   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>19:26 |
| S19 | 1105  | (offer) same incentive and<br>during same (program or<br>television) | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>19:27 |
| S20 | 657   | S19 and ("705".clas.)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>19:27 |
| S21 | 305   | S19 and (705/14.ccls.)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/19<br>19:28 |
| S22 | 48901 | broadcast same program   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:30 |
| S23 | 27485 | broadcast adj7 program   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:30 |
| S24 | 21674 | broadcast adj3 program   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:30 |
| S25 | 15298 | broadcast adj program  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:30 |

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| S26 | 22260 | broadcast adj3 (show or program)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:31 |
| S27 | 1104  | broadcast adj3 (show)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:31 |
| S28 | 1     | broadcast adj3 (show) adj7<br>(encourage or advice)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:33 |
| S29 | 8     | broadcast adj3 (show)<br>same (encourag\$3 or advis<br>\$4)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:34 |
| S30 | 83    | broadcast adj3 (show or<br>program) same (encourag<br>\$3 or advis\$4)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:35 |
| S31 | 262   | (television or broadcast)<br>adj3 (show or program)<br>same (encourag\$3 or advis<br>\$4)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:38 |
| S32 | 34    | S31 and ("705".clas.)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:41 |
| S33 | 797   | (television or broadcast)<br>adj3 (show or program)<br>and (encourag\$3 or advis<br>\$4) and (incentive or<br>coupon or discount) | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:42 |
| S34 | 249   | S33 and ("705".clas.)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>07:42 |

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|-----|----|--|---|----|----|---------------------|
| S35 | 29 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/11/20<br>08:19 |
| S37 | 0  | S35 and encourag   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/11/20<br>08:20 |
| S38 | 12 | S35 and encourag\$4  | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/11/20<br>08:20 |
| S39 | 6  | during same (television or broadcast) adj3 (show or program) same (encourag \$3 or advis\$4) and incentive   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>08:23 |
| S40 | 3  | during same (television or broadcast) adj3 (show or program) same (encourag \$3 or advis\$4) and request and incentive   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>08:28 |
| S41 | 3  | during same (television or broadcast) adj3 (broadcast or show or program) same (encourag\$3 or advis\$4) and request and incentive   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>08:41 |
| S42 | 51 | (television or broadcast) adj3 (broadcast or show or program) same (encourag \$3 or advis\$4) and request and incentive  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/11/20<br>08:42 |

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|-----|-------|--|---|----|----|---------------------|
| S43 | 342   | (store or retail or merchant) same (product) same (broadcast or TV or television) and (incentive or coupon or points or reward) and (reduced or discounted) and (encourag \$5 or advis\$4)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/12/05<br>12:18 |
| S44 | 57    | S43 and (705/14.ccls.)   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/12/05<br>12:18 |
| S45 | 12540 | (dyeing or color or coloring) and (hair) and (wet or moist or damp)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/12/05<br>13:25 |
| S46 | 17    | (dyeing or color or coloring) same (hair) same (wet or moist or damp) same (highlight\$5)  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/12/05<br>13:26 |
| S47 | 37    | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/12/05<br>13:45 |

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| S48 | 0   | "L37" and rebate   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:45 |
| S49 | 4   | rebate same mention and<br>(program or television or<br>broadcast)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:46 |
| S50 | 325 | rebate same (mention\$5 or<br>inform\$5) same (program<br>or television or broadcast)  | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:48 |
| S51 | 106 | S50 and (705/14.ccls.)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:48 |
| S52 | 15  | rebate same (mention\$5)<br>same (program or<br>television or broadcast)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:51 |
| S53 | 0   | rebate same (for or when)<br>adj3 (mention\$5) same<br>(program or television or<br>broadcast)                                   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:52 |
| S54 | 0   | rebate same (for or when)<br>adj7 (mention\$5) same<br>(program or television or<br>broadcast)                                   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:52 |
| S55 | 0   | rebate same (for or when)<br>same (mention\$5) same<br>(program or television or<br>broadcast)                                   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:52 |
| S56 | 15  | rebate same (mention\$5)<br>same (program or<br>television or broadcast)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:53 |
| S57 | 15  | (mention\$5) same<br>(program or television or<br>broadcast) same rebate   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:55 |
| S58 | 26  | (mention\$5) same<br>(program or television or<br>broadcast or show or<br>advertisement or ad) same<br>rebate                    | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:55 |
| S59 | 43  | (tell or inform or mention<br>\$5) same (program or<br>television or broadcast or<br>show or advertisement or<br>ad) same rebate | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>13:57 |
| S60 | 39  | (rebate) same during same<br>(store or retail) same<br>(program or television or<br>broadcast)                                   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>14:01 |

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| S61 | 13 | (rebate or mail-in-rebate or gift) and (store or retail) same (mention or mentioning) same (program or television or broadcast)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>14:12 |
| S62 | 26 | (rebate or mail-in-rebate or gift) and (store or retail or purchase) same (mention or mentioning) same (program or television or broadcast or advertisement or commercial or informercial)  | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>14:37 |
| S63 | 40 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>20:54 |
| S64 | 1  | S63 and encourage same (plurality or several)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>20:55 |
| S65 | 0  | S63 and encourage same customer same (plurality or several)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT | OR | ON | 2007/12/05<br>20:56 |



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| S66 | 9    | S63 and (customer or participant or user) same (request\$5 or ask\$4) same (information) same (coupon or rebate or incentive or discount)                                    | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/12/05<br>20:58 |
| S67 | 1979 | (customer or participant or user) same (request\$5 or ask\$4) same (information) same (coupon or rebate or incentive or discount) and (broadcast or transmit or television)  | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/12/05<br>21:09 |
| S68 | 478  | (customer or participant or user) same (request\$5 or ask\$4) same (information) same (coupon or rebate or incentive or discount) same (broadcast or transmit or television) | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/12/05<br>21:09 |
| S69 | 127  | S68 and (705/14.ccls.)   | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2007/12/05<br>21:10 |
| S70 | 2    | "6443840".pn.  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/12/07<br>10:16 |
| S71 | 84   | permanent adj coloring<br>adj2 hair  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2007/12/07<br>10:16 |
| S72 | 6    | (US-20030018969-\$).did.<br>or (US-7020623-\$ or US-<br>5335679-\$ or US-6443840-<br>\$ or US-6735572-\$ or US-<br>6770103-\$).did.  | US-PGPUB;<br>USPAT  | OR | ON | 2007/12/07<br>10:37 |
| S73 | 2    | S72 and (rebate)   | US-PGPUB;<br>USPAT  | OR | ON | 2007/12/07<br>10:37 |
| S74 | 78   | mail-in adj rebate   | US-PGPUB;<br>USPAT  | OR | ON | 2007/12/07<br>11:16 |
| S75 | 4    | S72 and television   | US-PGPUB;<br>USPAT  | OR | ON | 2007/12/07<br>11:35 |
| S76 | 6    | (US-20030018969-\$).did.<br>or (US-7020623-\$ or US-<br>5335679-\$ or US-6443840-<br>\$ or US-6735572-\$ or US-<br>6770103-\$).did.  | US-PGPUB;<br>USPAT  | OR | ON | 2007/12/10<br>10:48 |

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| S77 | 3   | S76 and (unique) and code  | US-PGPUB;<br>USPAT  | OR | ON  | 2007/12/10<br>10:48 |
| S78 | 6   | (US-20030018969-\$).did.<br>or (US-7020623-\$ or US-<br>5335679-\$ or US-6443840-<br>\$ or US-6735572-\$ or US-<br>6770103-\$).did.                      | US-PGPUB;<br>USPAT  | OR | ON  | 2007/12/10<br>18:33 |
| S79 | 3   | S78 and (tape or CD or<br>DVD)   | US-PGPUB;<br>USPAT  | OR | ON  | 2007/12/10<br>18:33 |
| S80 | 6   | (US-20030018969-\$).did.<br>or (US-7020623-\$ or US-<br>5335679-\$ or US-6443840-<br>\$ or US-6735572-\$ or US-<br>6770103-\$).did.                      | US-PGPUB;<br>USPAT  | OR | ON  | 2008/08/27<br>17:09 |
| S81 | 7   | (US-20030018969-\$).did.<br>or (US-7020623-\$ or US-<br>5335679-\$ or US-6443840-<br>\$ or US-6735572-\$ or US-<br>6770103-\$ or US-7006983-<br>\$).did. | US-PGPUB;<br>USPAT  | OR | OFF | 2008/08/27<br>17:09 |
| S82 | 0   | S81 and ( (incentive or<br>discount or offer or<br>coupon) same unique same<br>(track\$5) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>17:09 |
| S83 | 844 | ( (incentive or discount or<br>offer or coupon) same<br>unique same (track\$5) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>17:10 |
| S84 | 180 | S83 and 705/14.ccls.   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>17:10 |
| S85 | 53  | S84 and ( (member or<br>membership) and (id or<br>identification or identify) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>17:11 |
| S86 | 1   | 10/633613.app.   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>17:12 |

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| S87 | 844 | ( (incentive or discount or offer or coupon) same unique same (track\$5) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>18:33 |
| S88 | 180 | S87 and 705/14.ccls.  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>18:33 |
| S89 | 51  | S88 and ( (member or membership) and (id or identification or identify) and (market\$6) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>18:33 |
| S90 | 31  | S88 and ( (member or membership) and (id or identification or identify) and (market\$6) and (redeemed or redemption) )                                    | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>18:44 |
| S91 | 8   | (US-20030018969-\$).did.<br>or (US-7020623-\$ or US-5335679-\$ or US-6443840-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6915271-\$).did. | US-PGPUB;<br>USPAT  | OR | OFF | 2008/08/27<br>19:06 |
| S92 | 0   | S91 and (coupon same (reduce or reduced or lower or less) same (transmit or send) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>19:07 |
| S93 | 0   | S91 and (coupon same (reduce or reduced or lower or less) same (transmit\$3 or send\$5) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>19:07 |
| S94 | 2   | S91 and (coupon same (transmit\$3 or send\$5) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2008/08/27<br>19:07 |
| S95 | 8   | (US-20030018969-\$).did.<br>or (US-7020623-\$ or US-5335679-\$ or US-6443840-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6915271-\$).did. | US-PGPUB;<br>USPAT  | OR | OFF | 2009/04/24<br>10:20 |

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| S96 | 6  | S95 and ( (custom\$7) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>10:21 |
| S97 | 3  | S95 and ( (customi\$7) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>10:21 |
| S98 | 48 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$ or US-20040117256-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (US-5249044-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6678685-\$ or US-6014635-\$ or US-6915271-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | OFF | 2009/04/24<br>10:23 |
| S99 | 12 | S98 and ( (customi\$7) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>10:23 |

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| S100 | 2  | S98 and ( (advising or advice or advised) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>10:34 |
| S101 | 10 | S98 and<br>( (recommendation or recommend\$4 or guidance or guiding or guided) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>10:37 |
| S102 | 19 | S98 and ( (broadcast\$5 same (computer or internet or web or website) ) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>10:43 |
| S103 | 19 | S98 and ( ((broadcast\$5 or (transmission near network)) same (computer or internet or web or website) ) )                   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>10:44 |
| S104 | 20 | S98 and ( ((broadcast\$5 or ((transmission or transmit \$5) near network)) same (computer or internet or web or website) ) ) | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>10:46 |
| S105 | 10 | S98 and<br>( (recommendation or recommend\$4 or guidance or guiding or guided) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>11:36 |
| S106 | 10 | S98 and<br>( (recommendation or recommend\$4 or guidance or guiding or guided or advice or advising) )                       | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>11:37 |
| S107 | 11 | S98 and<br>( (recommendation or recommend\$4 or guidance or guiding or guided or advice or advising or advised) )            | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>11:37 |
| S108 | 1  | S98 and ( (advised) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>11:37 |

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| S109 | 13 | S98 and ( (informed) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>11:38 |
| S110 | 17 | S98 and ( (customi\$7 or<br>tailor\$5 or individualiz\$4) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>11:46 |
| S111 | 19 | S98 and ( (redeem\$5)<br>same (purchas\$5 or buy<br>\$5) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>12:38 |
| S112 | 15 | S98 and ( (redeem\$5)<br>same (purchas\$5 or buy\$5)<br>same (store or retail or<br>merchant))   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>12:39 |
| S113 | 30 | S98 and ( (voice or<br>interactive))   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>12:44 |
| S114 | 20 | S98 and ( (voice ) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>12:44 |
| S115 | 48 | (US-20030236711-\$ or US-<br>20010018668-\$ or US-<br>20040243478-\$ or US-<br>20020133393-\$ or US-<br>20010037232-\$ or US-<br>20030018969-\$ or US-<br>20040089316-\$ or US-<br>20040117256-\$).did. or<br>(US-5173085-\$ or US-<br>6106579-\$ or US-6274126-<br>\$ or US-5488423-\$ or US-<br>5857175-\$ or US-6014634-<br>\$ or US-6477508-\$ or US-<br>6850901-\$ or US-7020623-<br>\$ or US-7158943-\$ or US-<br>6754636-\$ or US-6928413-<br>\$ or US-6009410-\$ or US-<br>6216111-\$ or US-6216112-<br>\$ or US-5227874-\$ or US- | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | OFF | 2009/04/24<br>14:30 |

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|------|----|---|---|----|-----|---------------------|
|      |    | 4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (US-5249044-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6678685-\$ or US-6014635-\$ or US-6915271-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. |   |    |     |                     |
| S116 | 32 | S115 and ( (contact\$4) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>14:30 |
| S117 | 5  | S115 and ( (contact\$4)<br>same (broadcast\$5))   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>14:30 |
| S118 | 21 | S115 and ( (information)<br>same (broadcast\$5))  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>14:31 |
| S119 | 15 | S115 and ( (information)<br>same (contact\$4))  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/24<br>14:45 |
| S120 | 6  | S115 and ( (information)<br>same (contact\$4) same<br>(coupon or incentive or<br>offer))  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>14:49 |
| S121 | 24 | S115 and ( (code or<br>barcode or unique) same<br>(coupon or incentive or<br>offer))  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON  | 2009/04/24<br>14:53 |

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| S122 | 0 | S115 and ( (program)<br>same Volkswagen )                               | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/24<br>15:15 |
| S123 | 0 | S115 and ( (program)<br>same Volkswagen )                               | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/24<br>15:15 |
| S124 | 0 | S115 and ( (program)<br>same Turbo )                                    | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/24<br>15:15 |
| S125 | 1 | S115 and ( Volkswagen )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/24<br>15:15 |
| S126 | 7 | S115 and ( store same<br>traffic )                                      | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/24<br>15:17 |
| S127 | 8 | S115 and ( (track\$4) same<br>(redemption or redeem<br>\$4) )           | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/24<br>15:28 |
| S128 | 2 | S115 and ( (track\$4) same<br>(profile) same (group or<br>categor\$6) ) | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/24<br>15:32 |



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| S129 | 48 | (US-20030236711-\$ or US-20010018668-\$ or US-20040243478-\$ or US-20020133393-\$ or US-20010037232-\$ or US-20030018969-\$ or US-20040089316-\$ or US-20040117256-\$).did. or (US-5173085-\$ or US-6106579-\$ or US-6274126-\$ or US-5488423-\$ or US-5857175-\$ or US-6014634-\$ or US-6477508-\$ or US-6850901-\$ or US-7020623-\$ or US-7158943-\$ or US-6754636-\$ or US-6928413-\$ or US-6009410-\$ or US-6216111-\$ or US-6216112-\$ or US-5227874-\$ or US-4876592-\$ or US-5057915-\$ or US-6591247-\$ or US-6572844-\$ or US-5056539-\$ or US-5626156-\$ or US-5335679-\$ or US-6443840-\$ or US-5759101-\$ or US-6607136-\$).did. or (US-5249044-\$ or US-6735572-\$ or US-6770103-\$ or US-7006983-\$ or US-6678685-\$ or US-6014635-\$ or US-6915271-\$).did. or (JP-11310521-\$ or JP-06135824-\$ or JP-02253332-\$ or JP-02237505-\$).did. or (DE-19810688-\$ or DE-3341053-\$ or US-20050059341-\$).did. | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | OFF | 2009/04/25<br>18:26 |
| S130 | 22 | S129 and ( (redemption or redeem\$4) same (purchas\$5 or buy\$5 or obtain\$4) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/25<br>18:26 |
| S131 | 3  | S129 and ( (redemption or redeem\$4) same (purchas\$5 or buy\$5 or obtain\$4) same (restrict\$5) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/25<br>18:31 |
| S132 | 4  | S129 and ( (IVRU) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | OFF | 2009/04/25<br>18:50 |

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| S133 | 24 | S129 and ( (transmit\$6)<br>same (coupon or incentive<br>or offer) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/25<br>19:11 |
| S134 | 10 | S129 and ( (transmit\$6)<br>same (coupon or incentive<br>or offer) and transmitter )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/04/25<br>19:12 |
| S135 | 48 | (US-20030236711-\$ or US-<br>20010018668-\$ or US-<br>20040243478-\$ or US-<br>20020133393-\$ or US-<br>20010037232-\$ or US-<br>20030018969-\$ or US-<br>20040089316-\$ or US-<br>20040117256-\$).did. or<br>(US-5173085-\$ or US-<br>6106579-\$ or US-6274126-<br>\$ or US-5488423-\$ or US-<br>5857175-\$ or US-6014634-<br>\$ or US-6477508-\$ or US-<br>6850901-\$ or US-7020623-<br>\$ or US-7158943-\$ or US-<br>6754636-\$ or US-6928413-<br>\$ or US-6009410-\$ or US-<br>6216111-\$ or US-6216112-<br>\$ or US-5227874-\$ or US-<br>4876592-\$ or US-5057915-<br>\$ or US-6591247-\$ or US-<br>6572844-\$ or US-5056539-<br>\$ or US-5626156-\$ or US-<br>5335679-\$ or US-6443840-<br>\$ or US-5759101-\$ or US-<br>6607136-\$).did. or (US-<br>5249044-\$ or US-6735572-<br>\$ or US-6770103-\$ or US-<br>7006983-\$ or US-6678685-<br>\$ or US-6014635-\$ or US-<br>6915271-\$).did. or (JP-<br>11310521-\$ or JP-<br>06135824-\$ or JP-<br>02253332-\$ or JP-<br>02237505-\$).did. or (DE-<br>19810688-\$ or DE-3341053-<br>\$ or US-20050059341-\$).<br>did. | US-PGPUB;<br>USPAT; JPO;<br>DERWENT                                     | OR | ON | 2009/12/02<br>08:34 |

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| S136 | 32  | S135 and ( (personal or id or identif\$6 or private) same (information) same (consumer or viewer or participant or user or customer or shopper or buyer or purchaser) )                               | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/12/02<br>08:35 |
| S137 | 18  | S135 and ( (personal or id or identif\$6 or private) adj12 (information) adj12 (consumer or viewer or participant or user or customer or shopper or buyer or purchaser) )                             | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/12/02<br>08:35 |
| S138 | 28  | S135 and ( (personal or demographic or preference) adj12 (consumer or viewer or participant or user or customer or shopper or buyer or purchaser) )   | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/12/02<br>08:52 |
| S139 | 1   | S135 and ( (customiz\$7 or tailor\$6 or relevan\$3) adj12 (offer or incentive or promotion or discount or coupon) adj12 (purchas\$3 or bought or buy\$3 or selected) )                                | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/12/02<br>08:59 |
| S140 | 7   | ( (customiz\$7 or tailor\$6 or relevan\$3) adj12 (offer or incentive or promotion or discount or coupon) adj12 (purchas\$3 or bought or buy\$3 or selected) same (broadcast\$3 or television or tv) ) | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/12/02<br>09:00 |
| S141 | 127 | ( (customiz\$7 or tailor\$6 or relevan\$3) adj12 (offer or incentive or promotion or discount or coupon) adj12 (purchas\$3 or bought or buy\$3 or selected) and (broadcast\$3 or television or tv) )  | US-PGPUB;<br>USPAT; USOCR;<br>FPRS; EPO;<br>JPO;<br>DERWENT;<br>IBM_TDB | OR | ON | 2009/12/02<br>09:01 |

**12/ 5/ 2009 11:30:54 AM**

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